

## Variance Request

Cedar Business Center  
1701 & 1801 American Boulevard East  
Bloomington, MN

Contact:

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Class IV Sign District, FD-1

Dear Sir or Madam,

We are seeking an amendment to the existing variance granted on 12/2/2000 (Case 8810A-02) as we would like to revise the current monument sign on the property along American Boulevard East;

- 1) Remove existing monument sign (Exhibit A) and cut off steel pipe supporting sign structure below grade.
- 2) Install new updated monument sign at new location along street frontage (Exhibit B) while maintaining current setback requirements under the current variance, "the sign shall be setback a minimum of 35 ft. from the existing property line".

The reasons for requesting this new variance are the following;

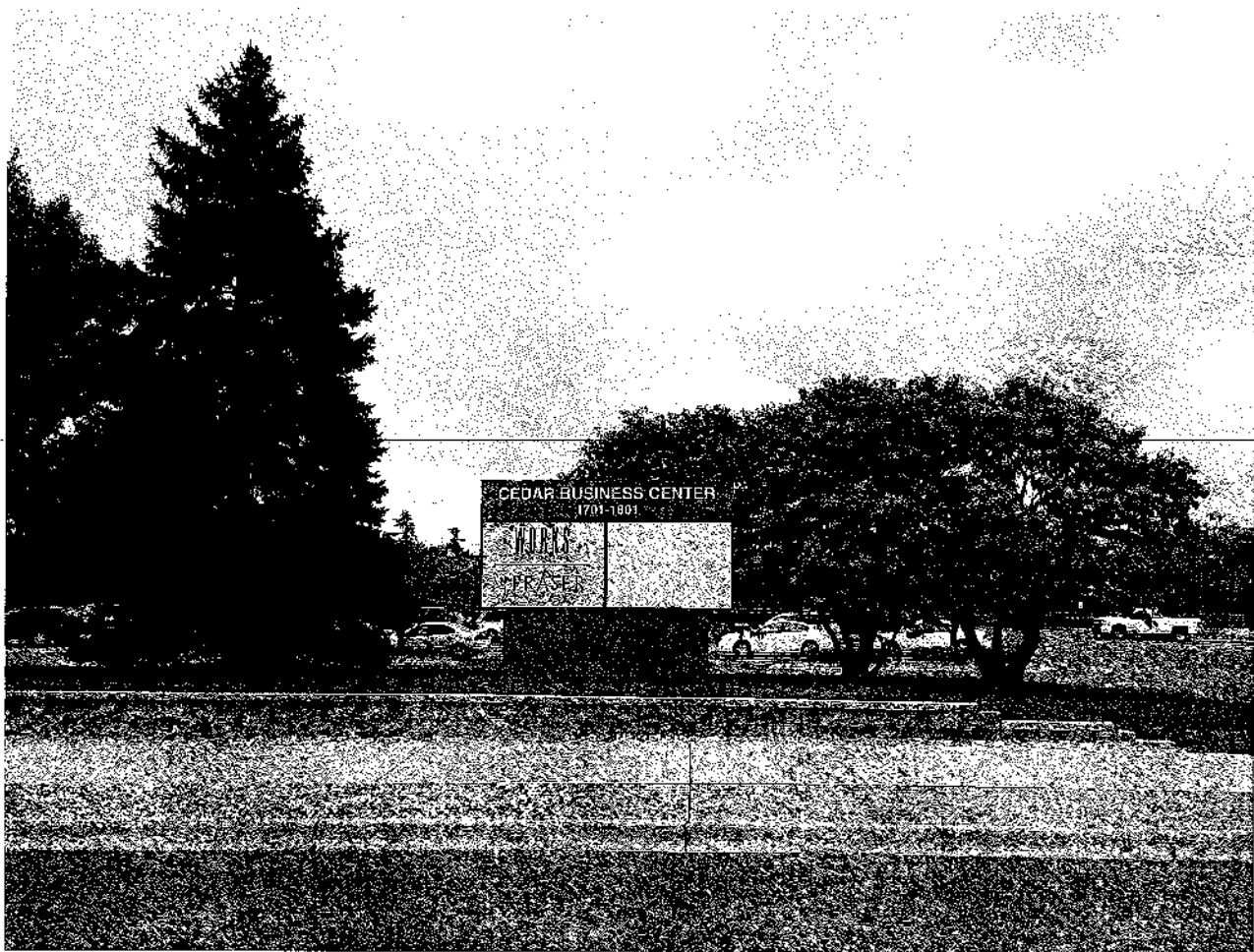
- 1) The current sign location/placement identifying the property and major tenants is covered by large obstructed tree growth along the Boulevard. The monument sign is not visible as you travel heading East or West along American Blvd. East until you are directly in front of the sign, which is too late to turn based on the speed limit. Thus, the current location/placement of the sign is not very functional for the building tenant's customers to properly identify the Business Center location while driving (Reference photo images provided showing car travel sightlines from both the East & West along American Boulevard East).
- 2) The new location/placement of the sign will be at the same setback requirements as the existing sign (under the current variance), and will be placed perpendicular to American Boulevard East at the main entrance island on the property. Note, the current sign placement is parallel to American Blvd. East, and hidden by large tree growth. The new location will allow for improved for identification of the sign and increased sightline visibility which will help motoring traffic, as the entrance drive area provides a more open area along the Boulevard. The new sign design is typical of multitenant business buildings, and was created to help identify the business property and its major tenants more effectively. The proposed sign height at 12 ft. is significantly under the maximum allowed (20 ft.) and its new location will be mostly obstructed by tree growth, from neighboring properties to the east and west so it will not adversely affect them from either direction. Since it is now perpendicular it will not adversely affect the properties to the north as well.

- 3) Since the Code requires a 20 foot setback for all freestanding signs, and the City has a planned widened right-of-way on American Blvd, the sign setback must be taken from the planned widened right-of-way line which would set the new sign 40+ feet from the property line, rather than the current Variance 35' setback. This additional setback distance per code and widened right of way, would move the sign too far back on the property. Without a variance for the 35' setback from the planned widened right of way, the large tree growth and additional setback distance will again make the new sign location difficult to see by drivers, pedestrians, etc.
- 4) American Blvd is a wide road and the City has future plans to expand the road, hence the planned widened right-of-way. Also, due to the existing physical feature of the raised landscape island, where the new sign is to be placed, and the 40+ foot setback from the property line to meet Code compliance, the new sign would be in the very back end of the raised island and possibly into the parking lot, which is not feasible. Therefore, a variance is necessary.

Thank you for your time and attention to this matter.

Sincerely,

Jeffery D LaSota



Cedar Business Center

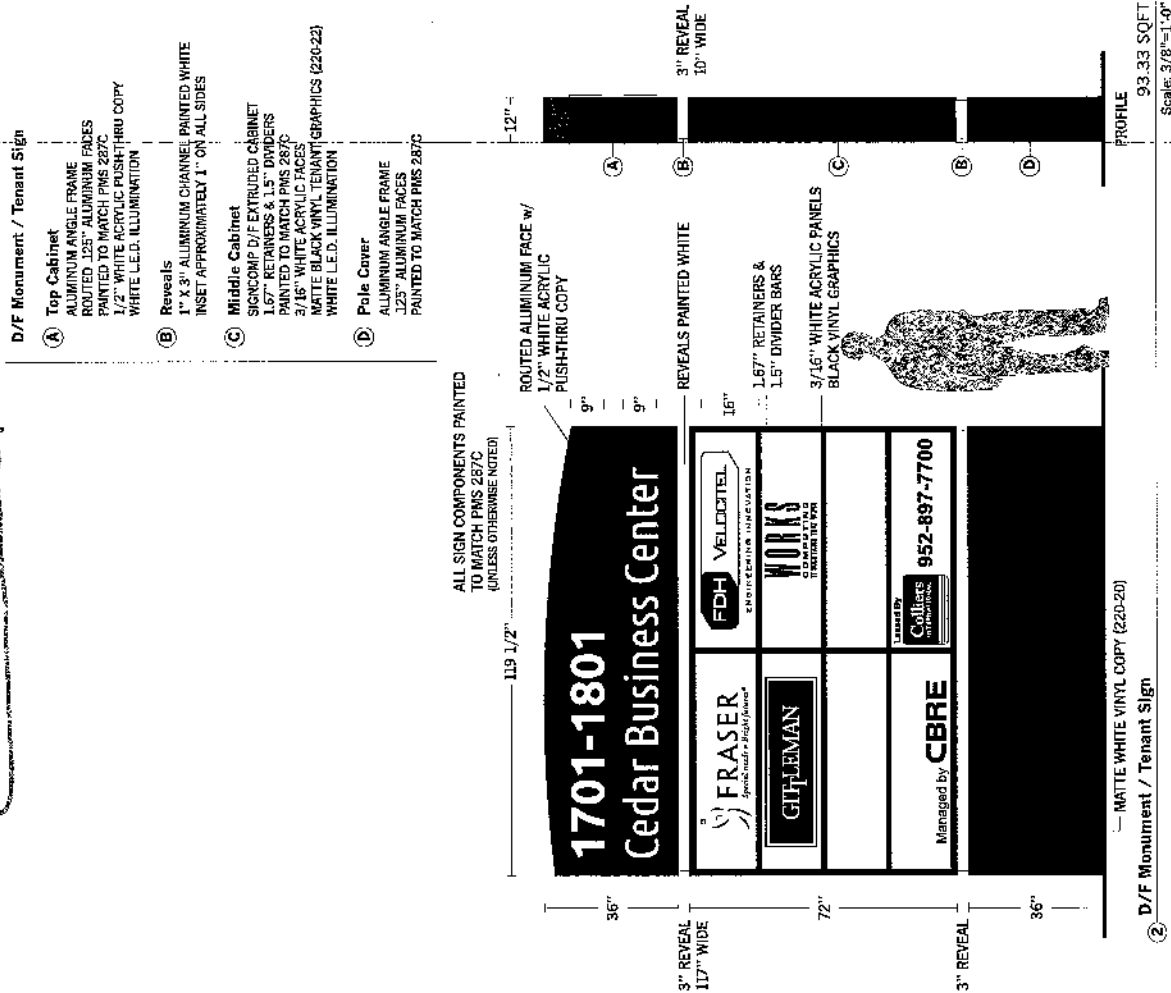
Exhibit A

Exhibit B



1 Proposed Monument Sign Elevation

Scale: 1/8"=1'-0"



Project:  
CBRE  
Cedar Business Center  
1701-1801 American Blvd  
Bloomington, MN 55425

Designer: DG  
Job Number: 101152  
Date: 03.14.16

Rev. 1: 03.22.16  
Rev. 2: 04.09.16  
Rev. 3: 04.26.16  
Rev. 4: 05.06.16  
Rev. 5: 05.19.16  
Rev. 6: 05.26.16  
Rev. 7: 08.08.16  
Rev. 8: 09.16.16

archetype

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Contact:  
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The goal of this project was to create a sign that would be visible from the street and provide a clear and concise message to the public. The sign was designed to be a monument sign, which is a type of sign that is freestanding and can be seen from all angles. The sign was designed to be a white sign with black lettering, which is a classic and professional look. The sign was designed to be a monument sign, which is a type of sign that is freestanding and can be seen from all angles. The sign was designed to be a white sign with black lettering, which is a classic and professional look.

Approved:

Type:  
Description:  
Monument Sign

Project:  
**CBRE**  
Cedar Business Center  
1701-1801 American Blvd  
Bloomington, MN 55425

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 Rev. 7: 08.08.16  
 Rev. 8: 09.16.16



## archetype

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**Journal of Management Inquiry**

Control:

Brad Habcock

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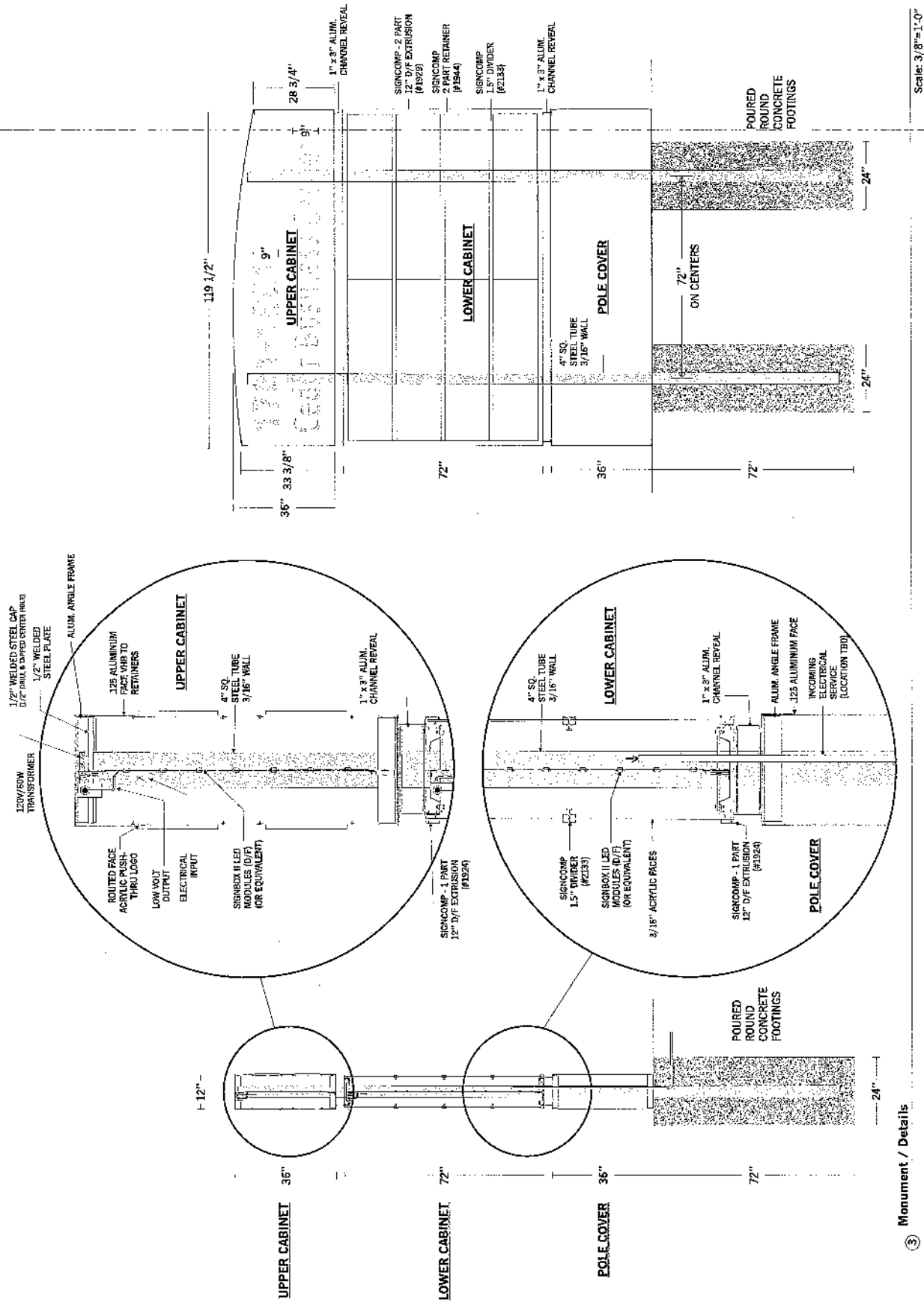
This problem arises because the concept of a "person" is not well defined. For example, a person may be a human being, a legal entity, or a social entity. The concept of a "person" is also not well defined in the context of the law. For example, a person may be a natural person or a legal person. The concept of a "person" is also not well defined in the context of the social sciences. For example, a person may be a social actor or a social object. The concept of a "person" is also not well defined in the context of the arts. For example, a person may be a subject or an object of art.

Approved:

Yuzhuo

**Description:**  
Monument Sign

Page: 1.2



Monument / Details